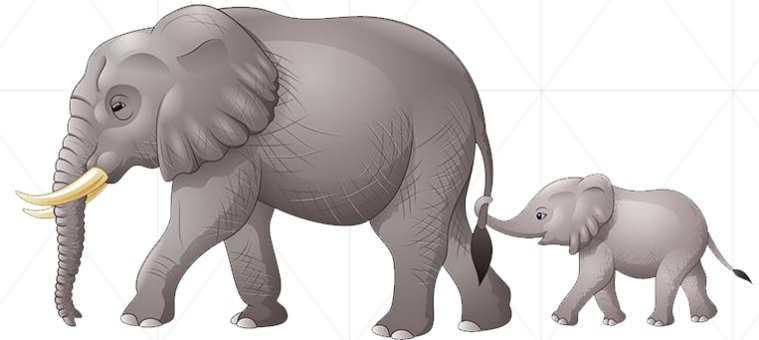


Tuesday, October 3, 2023



**URBAN ELEPHANT MEDIA**

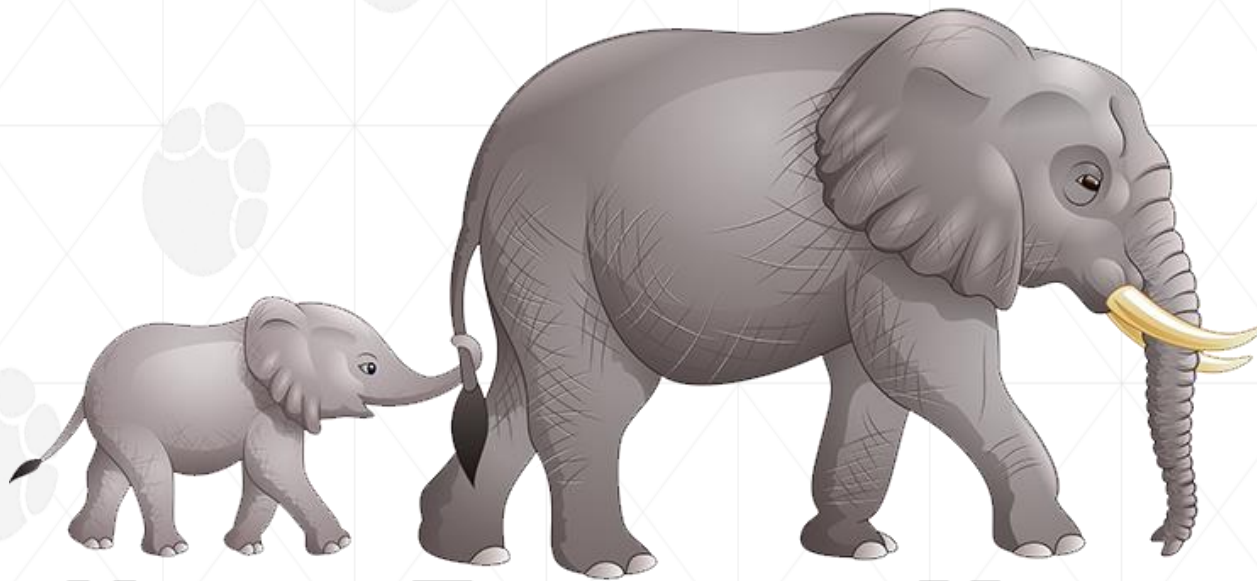
~ PRESENTS ~

# ***How Ultra-Low Maintenance Grass Saves Resources and Reduces Emissions***

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Featuring Jackson Madnick

*Sponsored by Pearl's Premium Ultra-Low Maintenance Grass Seed*



# URBAN ELEPHANT MEDIA

*PEER-TO-PEER LEARNING MADE EASY*

Sustainability Training for Urban Designers and Policymakers

**Randy Rodgers**, Director of Big Ideas  
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Our Sponsor



Our Presenter



**Jackson Madnick**  
*Founder*  
Pearl's Premium  
[jackson@pearlspremium.com](mailto:jackson@pearlspremium.com)

**PEARL'S  
PREMIUM**

**ULTRA LOW MAINTENANCE**

**LAWN SEED™**



# How to Turn Grass from Problem to Solution Saving Resources & Climate

By Jackson Madnick

The Good, Bad & Ugly of Grass vs.  
Better Grass & Better Techniques to  
Save Time, Money, Water, Health & the Earth

# What's Good About Grass? That Most Does a Little

- Cleans Air
- Produces Oxygen
- Evaporative Cooling
- Sequesters Carbon
- Noise Reduction
- Slows Water Runoff
- Visual Reduces Stress & Improves Health
- Good Grass Increases Property Value 15%

# The Bad & The Ugly of Most Regular High Maintenance Grass

- Wastes Huge Time, Money & Water
- 10% of Countries Total Energy
- Nutrient Run Off Pollutes Surface & Drinking Water – Wellesley Pub Ed / 6 -12 ' Buffer



# The Bad & The Ugly of Most Grass

- **Do you know what is the #1 toxin inside or outside your home, business, cemetery or public building? (CDC, NIH, PCC)**
- Lawn Chemicals Increase Health Risk:
  - Learning & Behavioral Disorders for Children
  - For Adults Asthma, Alzheimer's, Parkinson's, Sexual Dysfunction, Cancer, & Leukemia
  - Go Organic to improve health of your employees, visitors & the community

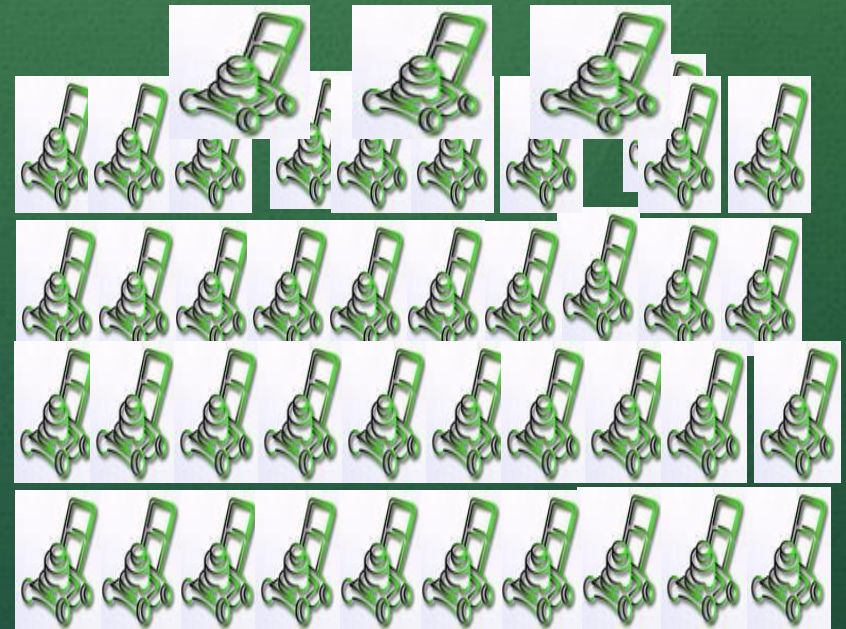


# More Bad & Ugly – of Ordinary Grass

- Lawn Chemicals with Pesticides are killing off Bees, Butterflies, Pollinators & Migrating & Song Birds (3 Billion)
- Problems with Mold & Disease
- Salt Susceptibility
- Chemical Runoff Adds To...
- Invasive Weeds in the Grass & Water Sheds
- Goes Brown/Dormant in Heat & Cold
- NASA says most ordinary shallow root grass adds to Climate Change in 4 different ways

# More Bad & Ugly of Ordinary Grass Frequent Mowing Adds to Climate Change & Extreme Weather - Go Electric

- NASA Mowers, Fertilizer, Water & Sequestration



Better to Mow Less

- To Save \$ & The Earth  $43x$  or  $13x =$



# Best Management Practices For All Grass Types from Latest Research

- Core aerate compacted soil & adjust soil pH between 6.0-7.0
- Mow 3.5" tall with a sharp blade (every 10 hrs)
- Leave clippings with mulching blade
- Use Organic Fertilizer (not chemical fertilizer) or minimal every other year 1/4" Organic Compost to have Healthier Grass, that is employee, People, Pet & Planet friendly. Apply after the rain seasons
- Use a deep root, native grass seed



# Best Management Practices Leave the Leaves on Site

- Move large amounts of leaves into wet down piles on site to grow free compost for flowers / bushes & allow Butterflies & Pollinators to winter over in the piles
- Last couple mows, cut 1 – 2 inch high with mulching blade to leave leaf clippings in place to fertilize for free & encourage worms for migrating & song birds
- Do not take away the leaves, as this adds to r cost & adds to the 12 million tons of leaves every year going to land fill to just create more methane gas & more Climate Change.
- Leaves are almost 10% of all landfill that is running out of space



# Best Management Practices

## Moss - Mold - Weeds

### Do Not Use Chemicals

- Rake away moss into compost pile or toss. Adjust pH to be less acidic, (6.0 to 7.0). Plant water holding deep root grass, trim lower branches to 10 ft up to let in the light
- Mold, Mushrooms and Grubs are caused by too much rain or too much irrigation – Pearl's Soaks Up the Water
- Lessen weeds with mowing 3.5 to 4.0" tall in spring & summer, plant thickly at 10 # per 1,000 sq feet leaving no bare spots & adjust pH to be between 6.0 – 7.0
- Difficult or thick weeds use Burn Out II organic herbicide then plant deep root grass seed thickly 3 days later. Much safer than toxic chemical herbicides / pesticides.

# After Researching all existing grass

**Not Finding a more  
sustainable grass, we  
needed to create a  
“People, Pet & Planet  
Friendly”™  
Healthier, Water-  
Saving, more  
Environmental Grass  
that could help  
outcompete weeds and  
stay green year round**



# To Create A New Grass

- 4 of the world's smartest PhD's in turf science
- Suggested 130 seeds/7
- Seed more drought, disease, bug & salt tolerant
- From grasses native or adaptive to NA
- All natural, nonGMO
- 10,000 Trials over 8 years created "Ah ha" batch
- Two US Patents & Patent Pending Worldwide
- 14 More years improvements. now 7<sup>th</sup> Gen grass
- Soon single grave package - seed/fert/H<sub>2</sub>O hold

# SEE THE DIFFERENCE!





# Pearl's If Mowed 3.5 – 4.0" Tall Stands Up as Manicured Grass



Or, If not cut Pearl's Premium, leans over to become a 3- 4" tall No Mow Type of lawn for undeveloped areas/hills like 3 year old grass below



# Pearl's 6 Foot Deep Roots

- Holds More so Needs 75% Less Water
- Stays Green Year-round – Never Goes Brown So No Need to Plant Annual Rye Down South
- Outcompetes Most Weeds
- Grows in Sand, under Trees & other Difficult Conditions in All Climates of the World



# Pearl's 6 Foot Deep Roots

- Does Not Show Yellow Spots from Dog Urine



# 6 Foot Roots Make it Better Than A Rain Garden To Dry Up Soggy Areas



# Deep Root Benefits – Climate & Salt Tolerant

- Sequesters 10x carbon to help lessen climate change / extreme weather – this must be done !
- More Salt Tolerant along roads & oceans



# Deep Root Benefits

- Grows well under trees (shade mix) & full sun



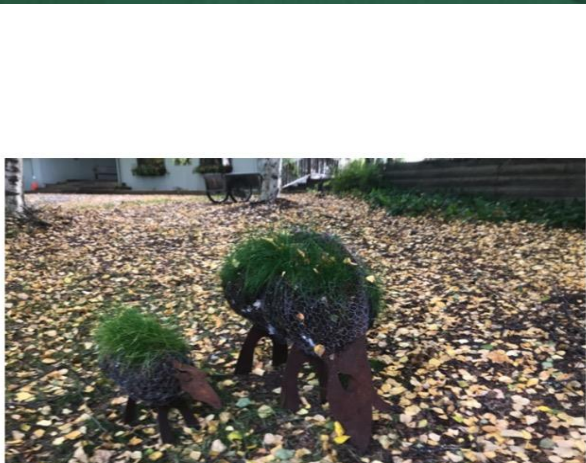
# Deep Roots - Better Grass Under Trees & Deep Shade ( St Lewis Cemetery )





# Deep Root & Slow Growth

- Pearl's Now Growing in over 600,000 lawns in all 50 States, Canada and around the world & in 56 cemeteries & over 26 Funeral Homes
- Stays green from - 40 degrees F in Alaska to over 125 degrees F in the Mohave Desert



# Pearl's Deep Root Benefits

- Grows over sand (with a little compost to begin)



# Most Sustainable Grass In The World

- Only grass to get LEED credits from USGBC (up to 6)



# Softer Grass to Sit or Walk Barefoot In

- Less Fiber - Barefoot soft, never needs Chemical Fertilizer, so it's "People, Pet & Planet Friendly"



# Lessens Bugs!

- Helps prevent bugs & mosquitos through naturally occurring fungi & endophytes



# Produce more O<sub>2</sub>!

Finer blades, type of grass and density of grass puts out 24X the oxygen compared to 1" tall BlueGrass when Pearl cut 3" tall. (5,760 : 1) O to C  
(from Dr Roberts Research from 1990 to 1992)

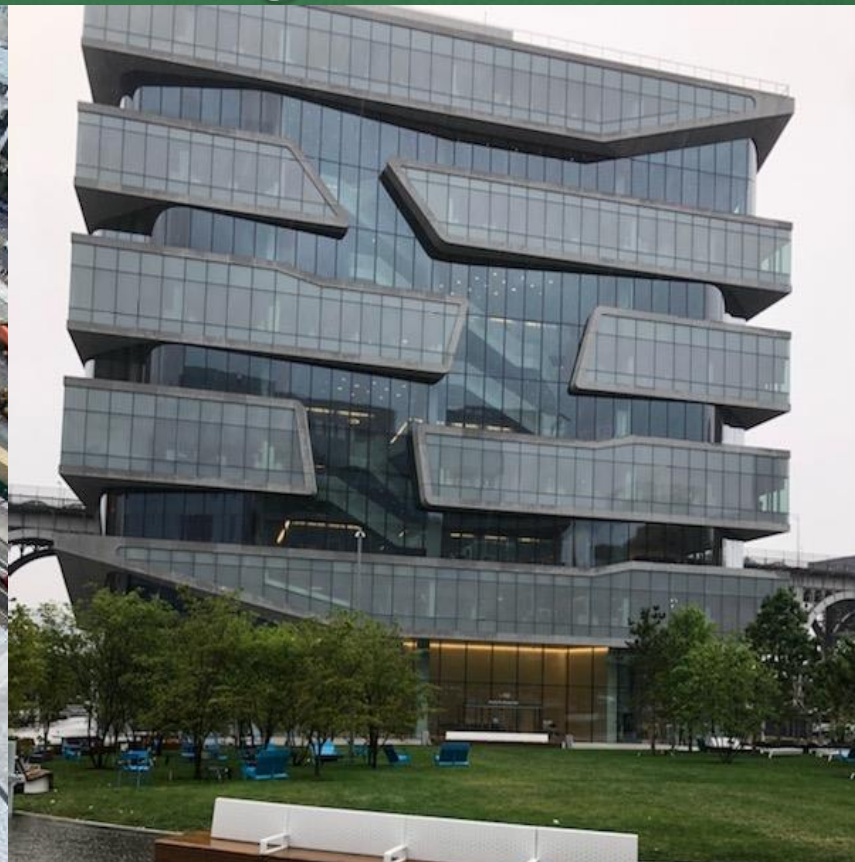
Helps Improve General Health

Helps all lung issues like Asthma, COPD and even Lessens Virus Risk

More oxygen makes you feel happy, healthy and more calm like after lightning storm

# Only LEED Grass - Case Study

- Columbia University “Campus of the Future” got 6 LEED credits to go Platinum



# Littleton MA – Case Study

- Summer Drought & Well Pollution Caused Not enough Water Pressure to Put Out fFres
- We Gave 2 Free Education Workshops
- Local News Stories & Insert in Water Bills
- Town Had Water Fines on Ordinary Grass Watering & Gave A Pass on Water Ban with Pearl's Premium
- Sold Our Seed Out Of Water Department
- Town Went from 150 Gal/Person/Day to 55 (2/3!)
- People in Town saved H2O, \$, Time & Positive PR



# Save Wellesley Water – Case Study

## Public Ed – Organics / Buffer Zone



**Does Not Spread So No Weeding Grass  
Out of The Flowers only Grows Where  
You Put It & Dark Green Color**



# Many Awards - Massachusetts Manufacturer of the Year, 2022



# Recent July 2023 Issue American Cemetery Magazine



THE FACE OF  
**FUTURE GRASS  
TECHNOLOGY**

**Jackson Madnick**  
President & CEO  
Pearl's Premium Ultra Low  
Maintenance Grass Seed  
[jackson@pearlspremium.com](mailto:jackson@pearlspremium.com)

206 Lake Shore Drive  
Wayland, Massachusetts 01778  
[www.pearlspremium.com](http://www.pearlspremium.com)

Jackson Madnick is an environmental scientist, educator and lawn care expert, inventor of Pearl's Premium Ultra Low Maintenance Lawn Seed, now in over 500,000 lawns and 55 cemeteries in all soils & climates. An award-winning, non-GMO, US Patented sustainable grass seed mixture that is Pet & Planet Friendly™, for both homes and cemeteries to save dramatic time, money, water and health. It grows so slow, it needs mowing and weed whacking only once a month rather than weekly. Pearl's Premium reduces... 75% of lawn water and eliminates the need for toxic lawn chemicals to protect children, animals and drinking water. With more surface area above the soil and 6-foot roots, it sequesters carbon at 10x that of ordinary shallow-root grass to help protect the environment, lessen climate change and lessen extreme weather. Winner of 18 national and international awards, Jackson's past environmental work has been commended by two White Houses, The National League of Cities, VP Al Gore, astronaut & Senator John Glenn, and the United Nations. [www.PearlsPremium.com](http://www.PearlsPremium.com)  
(508) 653-0800.

American Cemetery & Cremation  
**INNOVATORS**  
2 0 2 3

# Rave Reviews

In the last eight years, Pearl's Premium has received over 300 rave and favorable independent reviews from the experts, including Bob Vila with our grass and master gardeners writing for large media. We have been featured in TV stories & blog posts across North America. Newsweek Magazine called our grass "The Holy Grail of Grass". Popular Science "Best Grass in the World". With our PR/Marketing team, we are able to maximize exposure via print, digital and social media platforms and may be able to mention you in future articles!

Among others, we have rave reviews by:



Kevin Harrington  
*Kevin Harrington*

# Media and PR

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Among others, we have rave reviews by:



## Experts Love This Grass...

### Newsweek called it "The Holy Grail of Grass... A Solution for California"

### "Work Smart, Not Hard" Bob Vila



# Pearl's Premium vs. The Competition

## Pearl's Premium

(Ultra Low Maintenance Grass)

- ❖ Cut only once a month (Sunny) & once every 6 weeks (Shady) or you can leave uncut for a "No Mow Type" of a 3 - 4"+ high, leaned over meadow for back yards, hills & many acres.
- ❖ 48" Root System taps into natural nutrients to allow our lawns to stay greener year round!
- ❖ Water for 30 days to establish & then seldom or never water again unless extreme drought. In the deep south or desert, it requires one third to one quarter the supplemental water of other grasses. Stays green in cold & heat
- ❖ Needs organic fertilizer only two or three times per year to build up nutrients and microbial activity in soil. Organic practices such as cutting high, with a sharp blade, leaving clippings to return nutrients to lawn and seeding densely allow the lawn to crowd out most weeds. Organic fertilizer is safer for children, animals and our drinking water.

## High Maintenance Grass

- ❖ Requires cutting once per week & if left uncut, will grow into 2-4+ foot tall mess
- ❖ Requires frequent and potentially very expensive watering, as it establishes only a 3 - 8 inch deep shallow root system and cannot reach natural nutrients and moisture. This grass goes brown during drought or water bans or in the extreme cold of winter or heat of summer.
- ❖ Fast growing chemical dependent lawns need synthetic fertilizers, applied 4x/yr to stay green and prevent weeds. Up to 80% of synthetic fertilizers do not get absorbed into soil and may run off to pollute surface and drinking waters and pose increased health risks to children, animals and elderly. This is according to many health studies and the Harvard School of Public Health.

# Proof of Claims & Grows in All Climates !

No, It is not too Good  
To Be True !

“It sounds amazing and is amazing! “

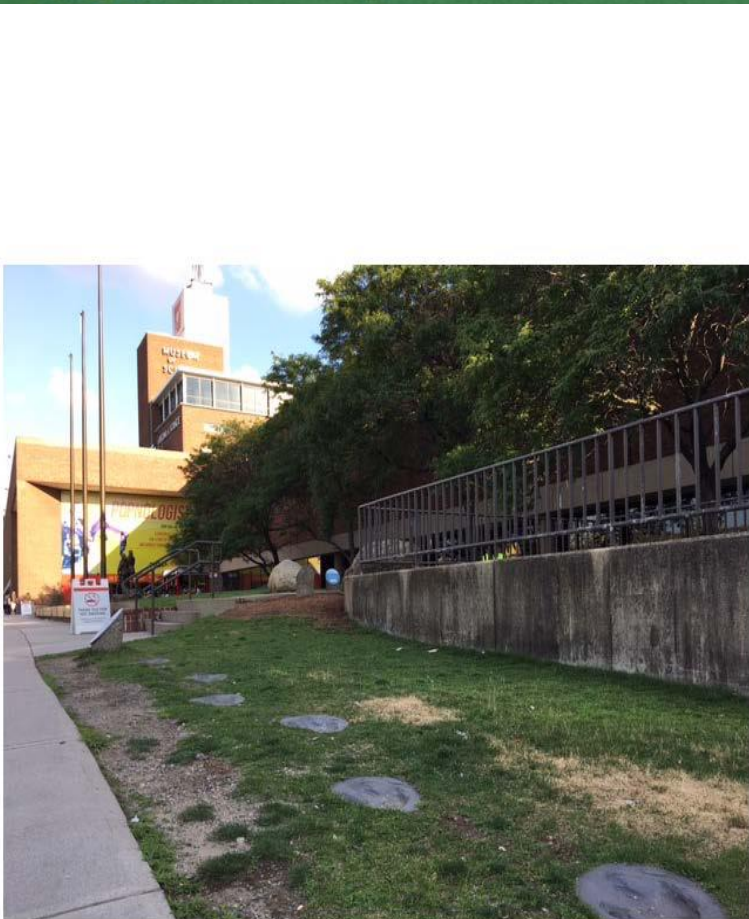
Grows all over North  
America, EU & Beyond

- WHOLE FOODS (super) MARKET ENDORSED & sold for 9 years “They only Sell Things that Work” & WFM has a no questions asked money back policy
- CLAIMS CONFIRMED BY EXPERTS. Pearl’s features confirmed by Popular Science, Newsweek & This Old House Magazines plus experts at Harvard, MIT & 300+ lawn & Enviro & Media Experts
- CONFIRMING 3<sup>rd</sup> PARTY INDEPENDENT STUDIES By University of California, NASA, Boston Museum of Science, Iowa Forestry, MIT & among over 300 lawn or environmental experts have studied this amazing grass.
- AWARD WINNING Pearl’s Premium Won the coveted International MassChallenge Innovation Prize, when up against 446 entries from 26 countries. Honored by the Boston Museum of Science as 1 of 3 most important patented inventions to come from New England...but grows in all 50 states. Sept 30, 2022 MA award
- Finalist AcceliCITY competition. 400 entries 37 countries





# Takes Abuse - Before & after at The Boston Museum of Science with 800 to 1,000 students a day on the grass & re-seeded with Pearl's





BEFORE



AFTER



Atlanta - Georgia Lawn

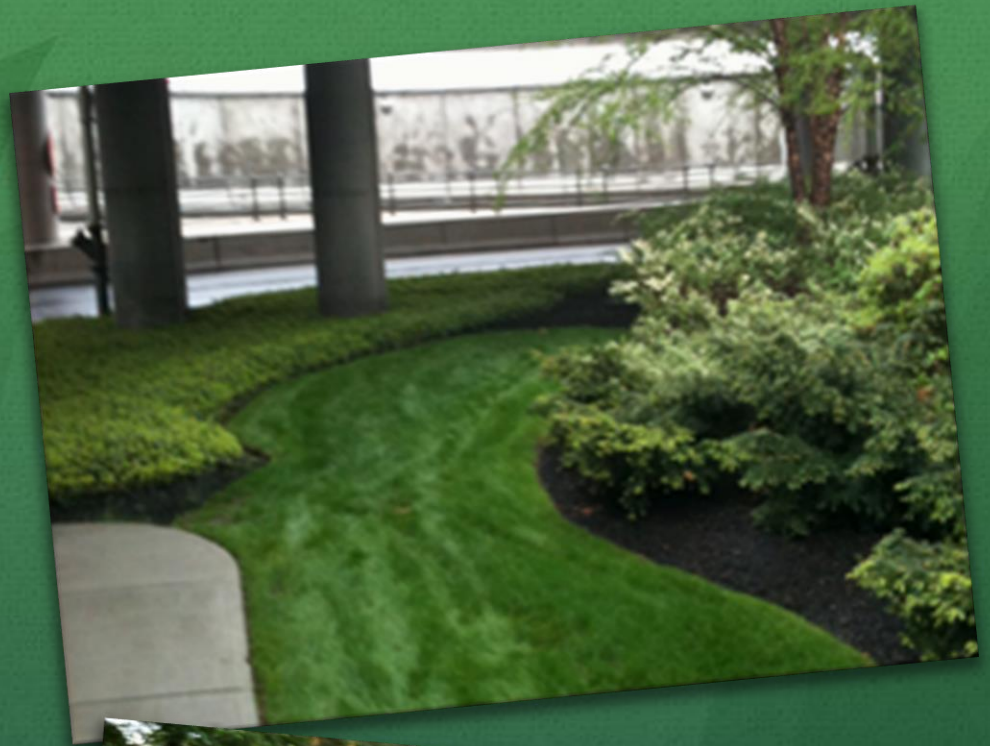
- **DEEP ROOTS SAVES 75% of WATER & TAKES THE HEAT**
- Grows in Desert Conditions and looks better in drought conditions. Eastvale, California before (upper pic) and after (middle picture), installed by the home owner, seen here, not a landscaper.
- Excellent for water restricted states like CA, Texas & Arizona.
- Left Picture below shows an Atlanta Lawn in the longest and hottest drought in recorded history, with Pearl's Premium Grass. Police kept coming by wanting to write them a \$200 ticket, thinking they must be watering in the dark of night, ignoring the water ban, having one of the few green lawns in the city. No tickets and envious neighbors!

From the Middle of Canada where it gets down to minus 40 F. in the winter, to the Mohave Dessert where it gets up to 125 degrees in summer (with less supplemental water), our grass is used in Residential, Commercial & most Municipal sites.

Only application our grass is not good for is sports fields with metal spikes on shoes or where it needs to be cut short.

Upper picture is Boston's Logan International Airport in high salt area.

Lower Picture, a 10 year old Pearl's Premium home lawn where they water the flowers but not the grass & never use chemicals, only organic fertilizer.





## OUTCOMPETES MOST WEEDS & OTHER GRASSES\*

Pearl's Premium seen above on the right, which is a darker green grass, has few weeds with no chemicals due to grass density & root depth, when mowed tall. Does not show pet urine yellow spots. Above left, shows ordinary high maintenance yellowish green grass, full of dandelions, violets, crab grass & a wide array of weeds – many in flower.

\* This relates to most annual weeds and most grasses except Bermuda and Zoysia, that one needs to kill off first

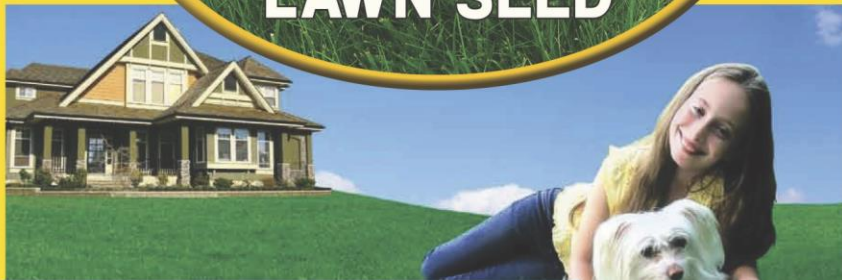
# Sold At Quality Garden Centers & Sold On The Internet



## PEARL'S PREMIUM ULTRA LOW MAINTENANCE LAWN SEED™



Seed Developer, Jackson Madnick



People, Pet & Planet Friendly®

- ✓ CUT ONLY ONCE A MONTH\*
- ✓ SELDOM OR NEVER WATER ONCE ESTABLISHED\*
- ✓ HEALTHY & SAFE - NO CHEMICALS NEEDED\*
- ✓ BAREFOOT SOFT & STAYS GREENER YEAR ROUND\*
- ✓ OVER 99.8% WEED FREE\*
- ✓ DROUGHT RESISTANT\*

\* VISIT: [www.PearlsPremium.com](http://www.PearlsPremium.com)



"Amazing"  
12" to 14"  
Roots

GRASS THAT  
SAVES UP TO 75% OF

\$ Money    ⌚ Time    💧 Water

\$ .  
per  
# Bag

# A Pearl's Premium Lawn By A Pond Where They Don't Allow Chemical Fertilizers



Pearl's Premium 4 - 6 foot deep roots holds steep hills in place, stops erosion & soil collapse



For a green roof, the 4-6 foot deep root go 2 inch down, bump into membrane & goes sideways to create root mat, with 1/3rd cost & 1/5<sup>th</sup> weight





Pearl's in Chicago Area Grows in both Full Sun  
& Deep Shade under 80' Pine Tree (at right)



Grows in all Climates & 50 states, including the California Desert w/ temps go to 125 degrees F. seen below in a 247 Home Owner Assoc in CA



# Before & After – Simply & Easily Installed by this Home Owner



Above: Eastvale California Desert Lawn, Before



Above: Pearl's Premium Grass, Two Months Later

# Pearl's Premium Give Back

- To causes related to children, animals and Habitat For Humanity like this project:



# Installation – No Need to Tear Up Existing Grass

- Over bad grass:

Cut short, rake, seed, organic fert & water

- Over good grass:

Stop water & fert / sometimes kill off organically, cut short w/ dull blade then rake, seed, organic fertilizer & water

Follow simple instructions on back of bag

# No Money Up Front Finance Program

- Through Incredible Bank if you have good credit
- No Money What So Ever Up Front For Seed, Optional Install & Even Water Truck, If No Irrigation on Site for First Month Establishment
- Then you pay 25% for maintenance, 25% to bank and Immediately Save 50% on Weed Whack & Mowing and equipment lasts 4 times longer
- When loan paid off maintenance is 75% less
- Far Less Weeds and Better Looking Property

# Avalibility

- 5#, 25#, 50#, 1,000# totes & by the truckload
- Sun mixture 6 hr to all day sun
- Sun shade mixture 2 – 8 hours a day sun
- Shade mixture 2 hr day sun or deep shade
- Call us for volume discount

# To Have Grass That Looks Like This In All 50 States





# All Residential, Commercial & Municipal



# See Hand Outs that We Do Not Go Over

- Health & Food to Live Longer & Lessen Cancer Risk
- Flowers & Plants for More Butterflies & Pollinators
- Flowers & Plants for More Song Birds that all add to the Calmness & Beauty of Your Site. AAHHHH



- Offer a Variation of This Talk in Your Community

# In Conclusion

## Pearl's Premium

- Mow only once a month or never so you have more time for bushes, trees & overall look of property
- You have a more peaceful property without lawn mower sounds, just birds singing
- Less weeds and grows well under trees
- No chemicals needed means no discoloration of bronze markers or other metal
- With less mowing ... less damage to monuments
- Pays back upfront cost quickly, saving \$6K to \$12K per acre, per year

# In Conclusion

- Remember: Our seed mixture is more expensive, but seeds are only 10% of annual lawn maintenance cost - 90% is labor, mowing, watering & fertilizer. Pearl's needs 75% less of Everything! And you save \$ & have nicer, healthier and more environmental property. You cut your highest expenses of mowing, weed whacking, water & Fertilizer. Can also be Positive PR as the most environmental cemetery in the region to outshine the competition.

# In Conclusion with Pearl's Premium

- Healthier grass for employees, families & children
- Financing available with zero dollars up front - Immediate 50% savings on grass. When paid off - 75% savings...TO OFFSET CREMATION LESS \$\$
- Positive PR for property (H<sub>2</sub>O, More O<sub>2</sub>, No Chems)
- Pearl's Premium is not just grass, but an opportunity to save everyone time, money, and water for better looking lawn, a healthier & more sustainable community and better world.

# Innovation & Future of Grass

- This is the first major and greatest innovation in grass in 190 years since the invention of the lawn mower in 1830
- A more peaceful & healthy lawn with more refreshing oxygen, may encourage activities like aerobic walking on your grounds, bird watching, yoga & just spending quality time on your property
- If you are having trouble keeping up with mowing & weed whacking or fining mowing staff this is the answer

# Greener Grass that Protects Water Sheds, Prevents Erosion, Lessens Fire Spread/Mud Slides & Looks Like This



# Contact Information



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Founder, Developer & CEO

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Website: [www.PearlsPremium.com](http://www.PearlsPremium.com)

Our Non Profit: [www.PearlsPremium.org](http://www.PearlsPremium.org)

[Facebook.com / PearlsPremium](https://www.facebook.com/PearlsPremium)  
[Twitter.com / PearlsPremium](https://twitter.com/PearlsPremium)

Picture above at left: 4 Star Langley Castle  
Hotel & Restaurant in U.K. with Pearl's  
Premium Ultra Low Maintenance grass to  
compliment the stone or beautifully  
compliment monuments in cemeteries

Picture Below: Boston's Museum of Science  
in December with Pearl's Premium Grass still  
staying green. The Museum gave us an award  
for being one of the three most important  
patented inventions to come out of New  
England... but grows in all 50 states